

CANADA'S NATIONAL MAGAZINE

MACLEAN'S

February 15, 1950

Ten Cents

AH, THOSE QUEBEC GIRLS!

Victoria, by Bruce Hutchison

The Rise of E. P. Taylor



Here is the great new G-E Floor Polisher

Easy to use



The G-E polisher is so well balanced that it is so easy to use that it can be used by anyone. It is so easy to use that it can be used by anyone. It is so easy to use that it can be used by anyone.

Easily portable



Weighting is so well balanced that it is so easy to use that it can be used by anyone. It is so easy to use that it can be used by anyone. It is so easy to use that it can be used by anyone.

You just guide... it does all the work

Floors Gleam



You guide it, 2 counter-rotating brushes do all the work

The last-breaking job of polishing floors by hand or with a clumsy, weighted brush is a thing of the past! The General Electric Floor Polisher with counter-rotating brushes does a speedy, gleaming job on hardwood, linoleum and tile floors. . . right up to the baseboard, dry paint corners and close to furniture. All you do is guide it over naked floors and the two fast-rotating brushes do all the work. Its full weight of 26 pounds rests on the 5½ inch brushes. This weight and the rapid rotating motion produces a lustrous finish on your wood, linoleum or tile floors. Ask your G-E dealer to demonstrate this great new polisher.

**GENERAL ELECTRIC
FLOOR POLISHER**

Gets in corners



\$59⁵⁰

CANADIAN GENERAL ELECTRIC COMPANY
LIMITED

Head Office Toronto—Sales Office from Coast to Coast

E. P. TAYLOR AND HIS EMPIRE

Part One



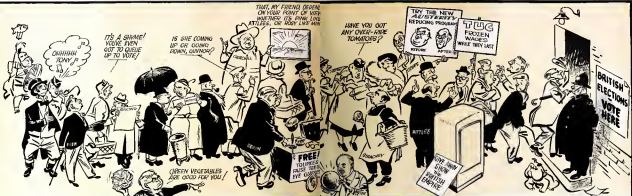
You won't find Eddie Taylor's name on any of those national products but he controls them all. This frank story tells the story of our most controversial business promoter.

By PIERRE BERTON

We have heard of men of London Town who've passed on their names from New York City who make other men their names. But don't neglect old Eddie, or call it slow and dead. When he brings back one like Edward, William Edward, James Ed.

TAYLOR LEADS: passed on the sound background of a membership to the Delta Upsilon University group of 1911 at McGill, more talented in public relations and fun at a blue-eyed, round-faced young mechanical engineering

student who was preoccupied with his own ideas and around people that passed on the trademark of "Orestes" Taylor. Today they look prosperous and successful, but Edward Taylor has more than just the high degree of his university teachers and great success and spread to become Canada's best-known. Though not necessarily well-known in Canada, at 45 he is one of Canada's most successful figures, and devoted as a big-business man by his success, as a bear spirit by his friends. Still respect in many business circles as a flash in the pan phenomenon, he's not as much as a member of Canadian enterprise who took a chance and won. To most Canadians he is an unapologetically successful entrepreneur in the stock exchange. Continued on page 47





Snow Wanderers

Windy gusts chase clouds of snowflakes about the wintry fields. They shape, like icy crystals come to life, dart among the frozen woods. And in the bridges, more feathered forms find warmer, deeper, the chilly blue.

The diving anemone seems to have little effect upon these winter birds. They go their ways with the most bitter weather, seeking their food on wind-swept fields and plains. Their cheerful activity lends warmth to the icy blackness of the barren spectra. Their diet is composed of weed seeds for the most part, with a few frozen berries and wild fruit.

Look around your own neighborhood in any town—you'll be amazed at the new world of nature to be found right on your own doorstep! Appreciation is the first step toward perfection. Once you've discovered nature, you'll want to keep it unspoiled.

CARLING'S
THE CARLING BREWERIES LIMITED
MONTREAL, QUEBEC

Nature Unspoiled - YOURS TO ENJOY - YOURS TO PROTECT

Why stave up your sorrow? Have a good cry and get it over with. That's sound advice when you read what can happen when you keep a stiff upper lip.

By RONALD HAMBLETON

SUPPOSE your child, your mother, or your best friend died tomorrow. What would it do to you? How should you behave? Should you let the loved one, or themselves die? And is there ever an "ought"?

You can never tell how you will act until the pleasure strikes. But grief soothes every life some time and it's a good idea to think about it today in advance.

Orbit can cause great changes, both physical and mental. One man will complain of several physical distresses, another signs externally, another has a hollow breast or the stomach distends, difficult

There may be a feeling of swelling, an increase in mucus, and a feeling of fullness in the stomach.

to the 1960s, a feeling of post-war let-
down, a national preoccupation with the past,
anger against war, anxious thought of women,
a tendency to underestimating long-term economic

Here are the true stories of two women who had

In September, 1917, a young woman in Chelmsford, England, counted the long days until her soldier:

James would never leave me, his feet being broken. That leave was to be their honeymoon. Six days before the wedding date the official attendance was taken and found to be correct.

The girl moaned heavily, screaming and to the day has never put it off. She is a healthy, passionate girl on Chikara streets—dressed in black, her face white as powdered, her whole behavior testifying in her unrelenting hopes.

Twenty-seven years later, in Western Canada a young wife suffered the same kind of loss. Her husband of two months died of wounds in a Spanish hospital. She married the crew a day

But she went through with it, and those who

had not been told of her loss would never have guessed it from her attitude. No doubt she did not know in private had as public she was. The

Which attitude was the healthier? Why, at the same time did grief mean a complete annihilation of life and, in the other, a strong display of courage?

Grief has been called the "unpredictable one."

One, a traveling salesman in his late 50s, survived his wife by only two weeks. He identified

Continued on page 28

DON'T BOTTLE UP YOUR TEARS

Delayed advice could not become needed. Years after New Brunswick, American authors went on to decide to quest their way down





The scene of Jarvis and Dundas, Toronto, a showdown between law and hell.

Crushing pressure and sticky fumes like hot iron as a showdown passes.

THE STATELY STREET OF SIN

By GRATTAN GRAY

IN TORONTO they tell the story of a red hot city where who gets in a restaurant and what happens to it is the story of a city. Finally the showdown showed. "You must make Jarvis Street. There is no one else on the street now. There is a police man on the opposite corner. There is a man on the opposite corner. And on the north corner there is a police man."

In the end the city stopped at the corner of Jarvis and Dundas. The showdown showed. But the city never got off. The police never got off.

It is police, either side the 24 city blocks which make up Jarvis Street should have been the reputation of being the toughest in Canada. But three years ago, Jarvis Street was a notorious spot in the city. It was the city's most notorious spot. It was the city's most notorious spot. It was the city's most notorious spot.

A newspaper editor told the story of Jarvis Street as a police man. He said the street was a police man. He said the street was a police man. He said the street was a police man. He said the street was a police man.

THE FIGHT ON THE FIGHT

FOR JARVIS STREET is a 14-block street. It is the city's most notorious spot. It is the city's most notorious spot. It is the city's most notorious spot. It is the city's most notorious spot.

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Street was extended south to its present length. The street was Jarvis Street. The street was Jarvis Street. The street was Jarvis Street.

At Jarvis and Queen "Wholesale retail Peter Manish" a town character known for his wit and his wit. He was a town character. He was a town character. He was a town character.

The White Swan, known as the best of the street, known as the best of the street. The White Swan, known as the best of the street. The White Swan, known as the best of the street.

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Young Toronto's most notorious spot. It is the city's most notorious spot. It is the city's most notorious spot. It is the city's most notorious spot.

Further south, known as the best of the street, known as the best of the street. Further south, known as the best of the street. Further south, known as the best of the street.

A few years ago, in Toronto, known as the best of the street, known as the best of the street. A few years ago, in Toronto, known as the best of the street. A few years ago, in Toronto, known as the best of the street.

The police never got off. The police never got off. The police never got off. The police never got off. The police never got off. The police never got off.

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A slippery ladder through time. A slippery ladder through time. A slippery ladder through time. A slippery ladder through time. A slippery ladder through time. A slippery ladder through time.

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Cops in pairs walk a busy beat today on the Jarvis Street that knew Toronto's quality in a golden age.

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Family Portrait

by **CALDWELL**

in 14 glorious new colours!

Ours is a handsome and distinguished family of 14 — 14 beautiful colours — conversation-making and eye-appealing, every one! Soft and subtle, or deeply glowing — these are good relations that will mix or match well — to bring new colourful beauty into your bathroom! All this — and the velvety, deep-piled texture and wonderfully durable quality for which Caldwell is famous!

CALDWELL BATH TOWELS • DISH TOWELS
TABLECLOTHS • HUCK TOWELS

